

CLAIMS:

1. A method of presenting an information item on a mobile device, said method comprising the steps of:
- retrieving an identification of at least one of user gear and apparel;
 - determining a mode reflecting at least one attribute of identified gear and apparel and
 - 5 optionally sending the mode with an identification of said mobile device to a service provider; and
 - determining and presenting the information item dependent on said mode.
2. A method according to claim 1 further comprising the steps of:
- 10 – receiving a first message from a caller sent to said mobile device;
- determining a second message dependent on said mode, when said first message is received; and
- sending the second message to the caller as a response to said first message.
- 15 3. A method according to claim 2 characterized in that the step of determining a second message comprises the steps of:
- sending the mode with an identification of said mobile device to a service provider; and
 - determining the second message based on the received mode and the identification of said mobile device on the service provider.
- 20 4. A method according to any one of claims 1 through 3 further comprising the step of:
- modifying at least one attribute of gear and apparel.
- 25 5. A method according to any one of claims 1 through 4, characterized in that the mobile device is a personal digital assistant, palm top, cell phone or a mobile phone.

6. A computer program product comprising program code means stored on a computer readable medium for performing the method of any one of claims 1 through 5 when the computer program is run on a computer.

- 5 7. A mobile device for presenting an information item, said mobile device comprising:
- at least one identification reader for retrieving an identification of at least one of user gear and apparel;
 - means for determining a mode reflecting at least one attribute of identified gear and
10 apparel and means for optionally sending the mode with an identification of said mobile device to a service provider; and
 - means for determining and presenting the information item dependent on said mode.

8. A mobile device according to claim 7 further comprising:
- 15 – means for receiving a first message from a caller;
 - means for determining a second message dependent on said mode, when said first message is received; and
 - means for sending the second message to the caller as a response to said first message.

- 20 9. A mobile device according to claim 8 characterized in that the means for determining a second message comprises:
- means for sending the mode with an identification of said mobile device to a service provider, where said service provider determines the second message.

- 25 10. A mobile device according to any one of claims 7 through 9 further comprising:
- means for modifying at least one attribute of gear and apparel.